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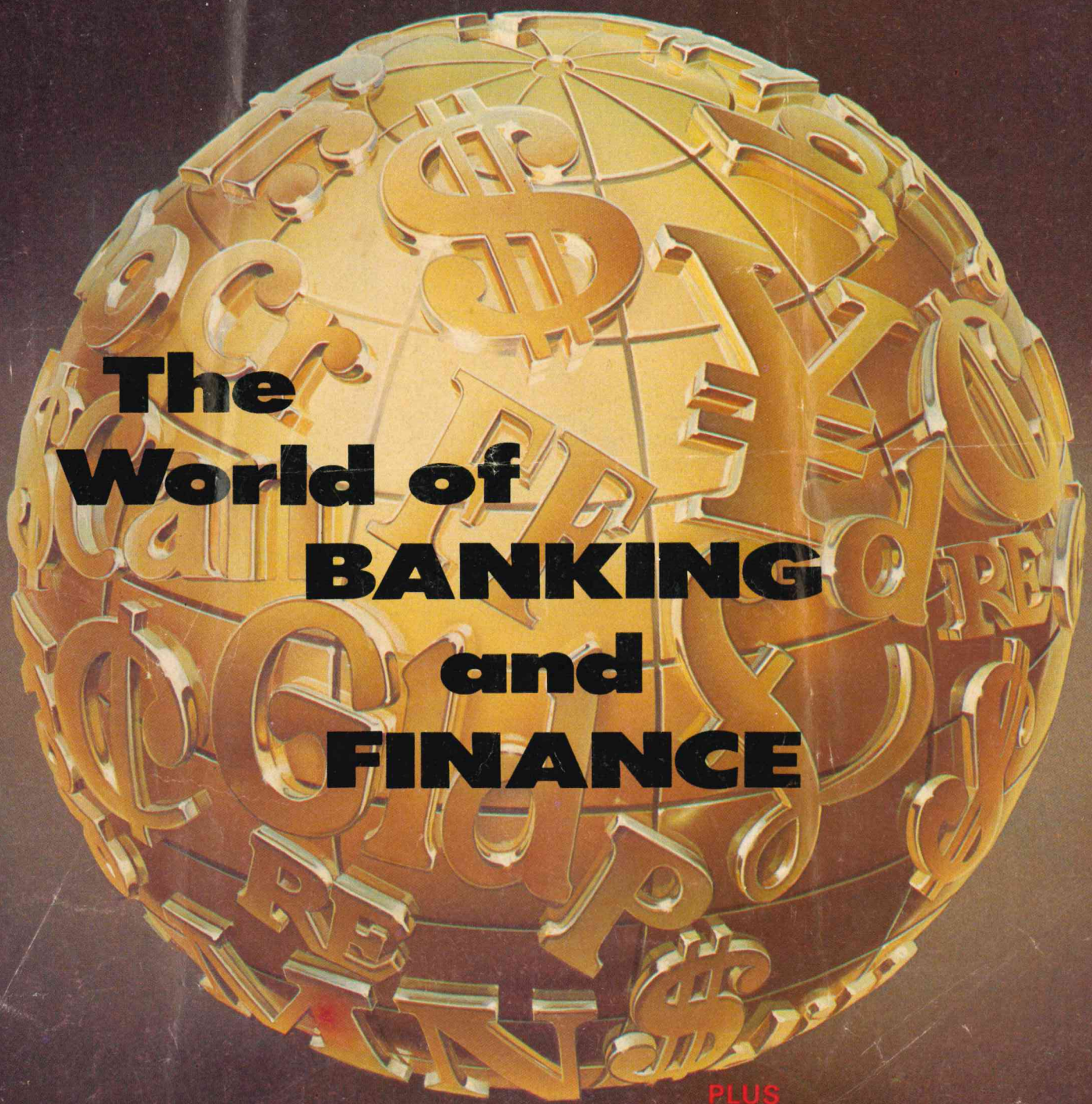
CURRICULUM INNOVATIONS, INC.

CAREER WORLD

THE CONTINUING GUIDE TO CAREERS



The World of BANKING and FINANCE

PLUS

- Advertising Copywriter
- Nurse-Midwife
- And Much More!

CAREER WORLD

THE CONTINUING GUIDE TO CAREERS

February 1977

Volume 5, No. 6

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National Trust and Savings Association

PUBLISHER
Bernard Berkin

EXECUTIVE EDITOR
Joyce Lain Kennedy

MANAGING EDITOR
J. Whayne Dillehay

EDITOR
Jan Farrington

ASSOCIATE EDITOR
Bonnie Bekken

ASSISTANT EDITOR
Jo Cassidy

CONTRIBUTING EDITOR
Laura Ruekberg

EDUCATIONAL CONSULTANT
EDITOR, TEACHER'S EDITION
Darryl Laramore

ART DIRECTOR
Donna Powell

STAFF ARTIST
Kathy V. Kuttner

STAFF CARTOONIST
Ray Billingsley

TECHNICAL ASSISTANT
Ruth Arnason

SUBSCRIPTION MANAGER
Phyllis Hyman

GRAPHIC DESIGN CONSULTANTS
Goldsmith, Yamasaki, Specht & Anderson, Inc.

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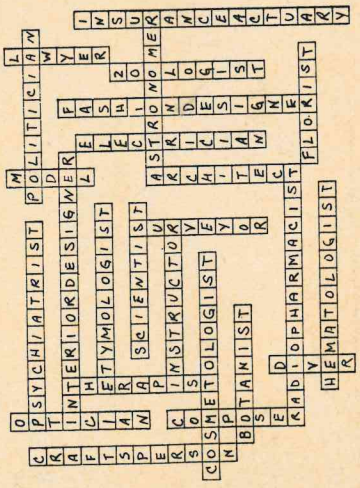

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NIGHT PATROL, SUNDA STRAITS.

Radar sweeps the horizon. Sonar pulses beneath the surface.

On the bridge, lookouts use moonlight to search their sectors—Java to port, Sumatra to starboard, Krakatau dead ahead.

A job in the Navy doesn't always let you knock off at five o'clock. But on a night as beautiful as this, you don't really care.

It's not just a job, it's an adventure.

The Navy has training in over 60 career fields. If you qualify, we can send you to school in anything from aviation to electronics, from advanced optics to heavy equipment operation. You'll travel, make new friends, get thirty days' vacation with pay.

Navy recruiters have the full story. Speak to one of them or call **800-841-8000** toll free. (In Georgia, 800-342-5855.) The Navy. If you're looking for adventure, you've come to the right place.

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NAVY OPPORTUNITY INFORMATION CENTER
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☐ Send me more information on Navy opportunities. (G)
☐ Call me. (G)

NAME _____
First (Please Print) Last

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BIRTH DATE _____ _____
Last Grade Completed

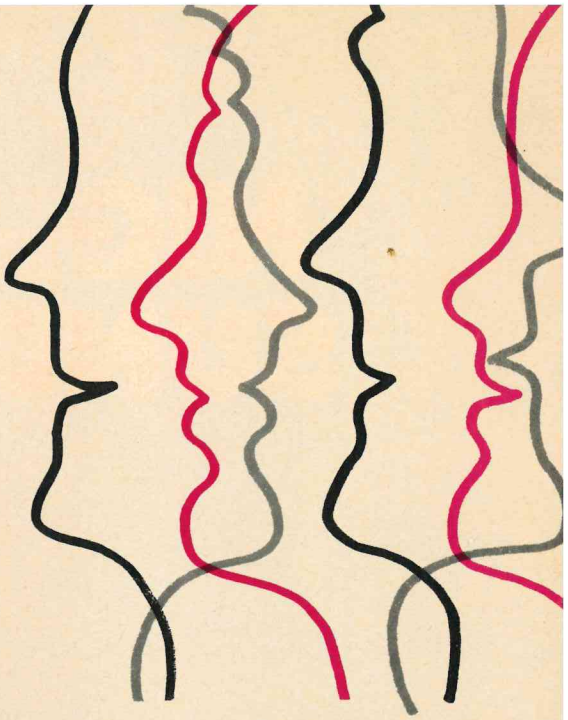
PHONE _____
(Area Code)

CW 2/7

NAVY. IT'S NOT JUST A JOB, IT'S AN ADVENTURE.

The Important You

by
Joyce Lain Kennedy
Executive Editor



If Things Don't Shape Up, I May Not Take The Job

Pretend you're out of school and ready to become a full-time worker. Your first job interview is minutes away. Countdown 5-4-3-2-1. You're up.

You enter the employer's inner sanctum. Your palms seem to be holding the Great Salt Lake. Could those be *worms* crawling up your back? Too late to solder your knees together to keep them from knocking down the walls. Will every interview be a big nervous tic? You gulp hard to fight down the panic as the employer begins.

Questions. Answers. More questions. More answers. Thirty eternal minutes. Miraculously the torture comes to an end. Even more miraculously, the employer is offering you a job.

Fainting is not your style but you give it a passing thought. Unbelievable! You! You've been offered a job! Better grab it while the grabbing's good. What a relief—no more job interviews.

While there's no proof, I have a hunch that most young job seekers end their searches this way—frantically snatching the first job offered. As with anything else done in haste, the results can be disappointing.

You may be concerned that you have to take what you can get, that beginners can't be as choosy as experienced workers. This is true to some degree, but if you've convinced the employer that your *main concern* is doing a good job, you have a right to know what the job can do for you in return.

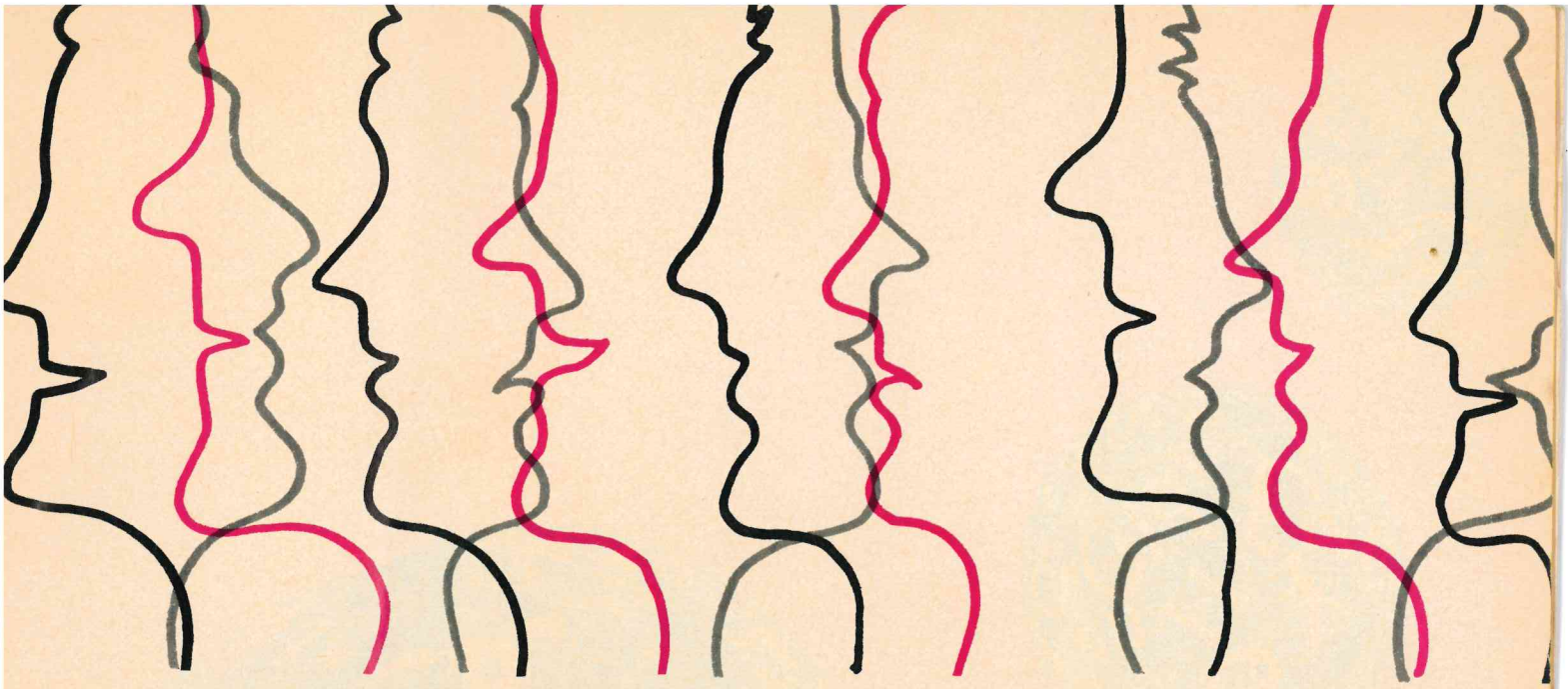
Avoid getting stuck with a job that's wrong for you by using a simple technique:

Instead of saying yes or no on the spot to a job offer, express your gratitude in a warm and friendly manner, and then ask if you may have a day to consider the opportunity you've been offered. Few reputable employers will deny you a reasonable time to be certain before agreeing to take a job.

Here's a checklist to help you with this task:

The Job

- ☐ Do I clearly understand the nature of the work and is it what I want to do? Is there a written job description? Are my responsibilities reflected in the job title?
- ☐ If this isn't my dream job, can it be a stepping stone as I acquire the skills and experience needed for advancement?
- ☐ Is the background I'm building so narrow that I will have difficulty transferring it to another employer?



- ☐ Will I be able to make any decisions affecting my work? Do I care?
- ☐ Will I need more training and will the company pay for it?
- ☐ Will overtime be necessary or available?
- ☐ Will I be able to leave all thoughts of the job behind at day's end? If not, do I care?
- ☐ Will I travel or relocate?
- ☐ Will I be proud to tell my friends what I do?
- ☐ Is the job permanent or temporary?
- ☐ If permanent, is there reasonable job security?
- ☐ Does this job require union membership?

The Company

- ☐ Is the firm too large and heavy with rules for my personality?
- ☐ Is the firm too small to offer room for advancement, or impressive credentials for a future resume?
- ☐ Does the firm have a healthy financial position, and is it a growing organization?
- ☐ Is there a high turnover of personnel, and if so, why?
- ☐ Does the firm promote from within the ranks, or turn to outsiders to fill supervisory jobs?
- ☐ Have I met the person who would be my immediate supervisor? Does the boss seem like the sort of person with whom I could get along?
- ☐ Do co-workers appear to be my type of people?
- ☐ Is the company's location convenient?
- ☐ Is the physical setting okay? (Adequate light, ventilation, cleanliness, etc.)
- ☐ What is the firm's reputation for fair treatment of employees?
- ☐ Is a written personnel statement available that covers vacations, sick leave, cause for dismissal, and so forth?

Financial Rewards

- ☐ Do the earnings meet my minimum needs? Is there an automatic cost-of-living increase?
- ☐ What is the method of payment—salary, hourly wage, commission, wage and tips, by the piece, fee?
- ☐ Are raises based on merit, length of service, formal exams?
- ☐ Does the company have a retirement plan? If so, how much does the firm add to what I pay?
- ☐ Does the company offer profit sharing to employees?
- ☐ What fringe benefits are given—health insurance, free parking, discount privileges, and others?

When to Say No

Should you always turn down an offer that doesn't measure up?

That depends on several questions. How desperately do you need to earn money? How competitive is the field you hope to enter, and would it be best to get your foot in the door any way you can? How valuable is the experience you'll gain? There are times when it is wise to accept a job which is not perfect in your eyes.

On the other hand, if both your logical thinking and gut feeling are bad, it may be best to say thanks but no thanks, and look elsewhere. ★

HIGH FINANCE! Do those words strike you silent with awe, or give you dazed visions of mink-lined Cadillacs? Don't let them spook you! Finance isn't nearly so hard to think about when you consider that it all boils down to the everyday copper penny—and anybody can handle that!

Finance (according to Webster's dictionary) is "the system that includes the *circulation of money,* the *granting of credit,* the *making of investments,* and the *provision of banking facilities.*" From one angle, finance is the system we use to get goods and services (beans, baby buggies, or barbers) from point A (a factory, store or insurance agency) to point B (the consumer, who just might be you).

This process is called an *economic transaction.* No one can guess how many millions of these transactions take place every year in the U.S., but almost all of them have one common factor—money.

The World of Banking and Finance

Money is something that represents value—not because the paper of a dollar bill is worth anything itself, but because someone else will take it, and give us something in exchange. Money isn't a necessary ingredient in the economic transaction—it's just easier than trading cows or beaver pelts for whatever it is you want to buy.

Here's a financial puzzle for you: if finance is just a matter of cold cash, why do people get so hot about it? For many people, there are just no two ways about money: it either "makes the world go 'round"; or it's "the root of all evil."

People are interested in finance because it touches us where we live. Among other things, it can affect the worth of the dollar we earn . . . the food, housing, and clothes we can afford . . . our career hopes . . . the amount we pay in taxes . . . and the services we get for those taxes.

There's an old saying that people vote their pocketbooks. If →

that's true, it may be because finance means more to us than just money.

The Career Choice: Go for Broker!

The financial field has a finger in just about every pie. There are nearly 2 million banking and finance workers in the U.S., employed by financial institutions, government agencies, educational institutions, and private businesses and industries. Specific job areas include:

advertising
agriculture and conservation
banking
communications
finance companies
hospital management
insurance
investments
manufacturing and processing
marketing and merchandising
publishing
retail business
savings institutions
service industries
social service agencies
stock companies
transportation
utilities

As you can see, it would be shorter to try and list job areas that don't involve finance in some way. Businesses need financial workers to handle money, or to plan next year's budget. Government agencies employ them to advise farmers on how to get loans, to set utility rates, or to help families plan their finances.

The workers in the financial field, then, can't just be lumped together in one bundle. Clerical workers, educators, and professionals from many fields have places in the world of finance—and they may work in almost any area of the field.

In short, the field of finance is almost too big to handle all at once. But there is one employment area we can count on for an overview of many jobs in the financial field . . . banking.

Bank on Banking

Banking accounts for 1.3 million financial jobs in the U.S. This makes banks the biggest—and the most visible—employers in the field.

Commercial banks are often called "department stores of finance," and with good reason. Almost every possible kind of financial service is found under one roof in a commercial bank. Because of this, jobs available in "full-service" banks reflect the wide variety of jobs available in all other financial areas.

For instance, business or financial training in college might be used in a commercial banking career, or in a similar job in nonbank financial institutions: savings-and-loans, insurance agencies, mutual savings, employee credit unions, pension funds, and installment loan companies, for example.

Banking '77: Unstuffing the Shirt

What's your image of the banker? A miser with a green eyeshade? A cold, stuffed shirt with little sympathy for the average Joe or Joan?

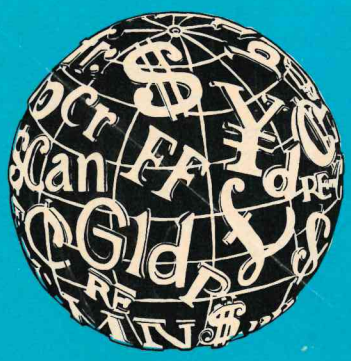
Today's bankers hope you'll re-check your figures. Banking, they say, has in recent years become very aware of itself as a "service industry," dedicated to supporting the financial needs and dreams of all kinds of people.

There are over 14,000 *commercial* ("full-service") *banks* in the U.S. (or about 37,000 if you count each *branch bank*). Banks may employ 10 people, or 10,000; they may be housed in a skyscraper, or a reconverted gas station. Size isn't everything in banking—but service is.

Passing the Bucks: What Banks Do

Commercial banks deal with individual checking and savings accounts. They provide money for international trade deals; manage personal estates; grant loans for homes, cars, and medical or educational costs. Some banks take on other jobs: direct financing of businesses, management of personal investments (stocks, etc.) and real estate, or technical advice for farmers.

Banks don't just sit on all the money they take in. They invest it. They create new services for their depositors: credit card facilities, travel plans, and leasing services, for instance. A few banks operate debt-counseling services for families in financial fixes; some offer correspondence courses in money management.



A bank is a profit-making business, and stays in business by giving its customers their money's worth. Just in the last few years, individual accounts in banks became the largest single group of bank assets—larger even than business accounts. For that reason, banks today are competing for your consumer dollars with free gifts, free checks, and all manner of advertising, public relations, and expansion of customer services. If the trend continues, banks are likely to need more and more workers in "customer contact" jobs.

Sizing Up Sizes: Do They Count?

The size of a bank's assets usually determines the number and type of its specialized departments, and the kind of people the bank employs. In a small bank, one person may authorize all types of loans and be responsible for administering customer's finances. In a large bank, hundreds of people may work in the bank's commercial (business) banking department, each with a very specific set of duties.

Both large and small banks have their own advantages. Put them on the scales and see how they balance for *you* . . . .

- Large banks offer a wide range of specializations, some only casually related to the business of banking (lawyer, or advertising copywriter, for instance). Small banks often have only two major employment divisions: *operations* (the day-to-day administration of the bank), and *credit services.*
- Small banks will be likely to have less competition for entry-level jobs, and a greater variety of work in each job. You may move up more rapidly than you would in a large bank; and you are likely to have the chance to exercise some personal influence over the bank's operation. On the other hand, the lack of employee turnover in many small banks may mean fewer chances to move ahead.
- If you are aiming for a job with a big bank, be prepared to live in an urban area, like Chicago, Los Angeles, Houston, or New York City. Nearly one-third of all bank workers in the U.S. are employed by 65 super-banks—all of them in urban areas.
- Small banks, depending on your job, will probably provide frequent personal contact with the bank's customers. In many big bank jobs, you may be almost completely separated from customer contacts.

→

Photos throughout this feature courtesy: American Bankers Assn.

• In the count-your-blessings category, large banks are likely to pay higher salaries than small banks (though not always). Large banks seem to demand more specialized talents, and they are usually competing with local banks and companies for premium talent. Small banks may pay less, but jobs in suburbs or small towns may mean less expensive living conditions.

Charting the Organization

In general, there are six major areas of banking to consider:

• **Commercial banking**—lending to businesses and attracting corporate accounts. This is the profit center of most banks (and "where the action is," according to many experts).

• **Consumer banking**—offering installment and other loans plus checking and savings accounts for individuals and families.

• **Trust administration**—managing financial assets and estates for individuals, and benefit plans for companies.

• **Marketing**—promoting and selling a bank's services and its image.

• **Operations**—the important day-to-day administration that keeps the bank in working order.

• **Personnel administration**—hiring and training employees, setting salaries and extra benefits.

Large banks have openings, often leading to top-level management careers for people with non-financial training: attorneys, economists, government relations experts, labor relations specialists, accountants, and journalists. Many banks, particularly in major trade centers, operate international banking departments with branches overseas.

Each department of a bank may contain a cross-section of the jobs offered in the bank as a whole. For instance, each department employs *clerical workers* (who fill nearly two-thirds of bank jobs) like bank tellers, stenographers and secretaries, typists, telephone operators, file clerks, and receptionists.

Bank officers (president, vice presidents, and so forth) administer bank policy in the various departments. *Professional and specialized workers* are needed in all phases of banking (lawyers, economists, accountants, personnel directors, marketing and public relations workers, computer technicians, and statisticians are among the workers in this category). And *service workers*—maintenance crews, security guards, elevator operators, electricians—are needed to maintain and guard bank buildings and property.

A Personnel Note

There are about six Indians to every chief in the banking field—in other words, about 85% of all bank workers are clerks, tellers, and computer personnel; 15% are officers.

Generally, banks have top-level officers responsible for the general direction of the bank; and specialized officers concerned with such areas as public relations, trusts, consumer lending, international banking, and personnel.

Some bank officers (in large organizations) work in areas that →

If you think inflation is bad today, read this letter from a Southern housewife during the Civil War:

"Before the war, we went to the store with money in our pockets, and brought the groceries home in a wheelbarrow. Now we take our money in a wheelbarrow, and bring the groceries home in our pockets!"

Quick! Which one of these famous Americans is *not* the face on one of these bills: $5, $10, $100, $10,000?

Lincoln
Hamilton
Chase
Adams (John)
Franklin

A: John Adams, the second U.S. president—a man who was always convinced the history books would forget to mention him!

Money is in the eye of the beholder, right? It comes in all forms: wampum, whales' teeth, shells, tobacco, beaver pelts, or huge stone disks (they use those on the Pacific island of Yap. It's a rough life for robbers . . . .) One of the most common forms of money years ago was cattle—from which we get the money-related words *chattel, capital,* and *pecuniary* (from the Latin word for cattle, "pecus").

Ever wonder why most coins have serrated (notched) edges? When coins were first minted, people shaved around the smooth edges so they could keep some of their gold. By the 17th century, somebody wised up—you can't shave notched edges!

The world of High Finance is an exciting career field, complete with its own histories and mysteries! Here are a few odd facts about that world. Take a look: it may be that our dollar sign is pointing you toward a new and challenging career idea . . . .

America's reputation as the world's "melting pot" even extends to our money. Take the dollar: we gave a German name ("thaler," or "daler") to a Spanish coin (the peso, or piastre) commonly used in the American colonies.

Before the first official U.S. coins were minted in 1793, the Spanish doubloon, the English shilling, and the French "louis d'or" were all common coins in the U.S.

Are there really any "Wall Street wizards"? The statistics seem to show that the average investor has just about the same odds of winning as anyone else.

All the same, people are still drumming up ways to beat the market. One "broker" a few years back made a fortune from interpreting the stock market predictions he found in the daily comic strips!

How about a fast definition of "tight money"? Is it:

- money belonging to your little sister on Saturday night
- money at the very bottom of your jeans pocket
- money that's hard to get during a business boom

A: "Tight money" means that during a prosperous business season, demand for loans and credit becomes higher, because people are expanding their homes and businesses. The high demand means that money will be playing harder-to-get.

Here's a puzzler for the stock market buffs: The first 24 stockbrokers in New York City (in 1792) met under:

- a beach umbrella
- a buttonwood tree
- a full moon

A: A buttonwood tree on Wall Street, just a short walk from the present Stock Exchange (the tree is reported to have died of natural causes!).

Did you know that there are "sale" times to visit other countries? If you keep an eye on the international money markets, you can "buy" foreign currencies at discount prices. Last year, for instance, we paid $2 to buy a British pound. This year, we can buy it for less than $1.60. That's not very good news for the British, but for us—things are cheaper by the pound!

Would you believe that your grandchildren may never hear coins jingle in their pockets? Well, it's a possibility.

Experts predict that by the year 2000, there will be no more "cash" money. All financial needs will be taken care of by transferring funds *by computer.* For that reason, tomorrow's finance-banking workers will probably have to develop a good knowledge of computers and other electronic equipment.

are not strictly related to finance. As an officer, you might find yourself directing a bank's involvement in an urban planning project or a local environmental clean-up. Some bank officers administer bank aid programs for minority-owned businesses. If the trend toward active involvement in social problems continues, you might find a place in this expanded area of banking.

Bank officers do not work alone. Their work is supported by nearly 517,000 workers in three basic jobs: clerical workers, computer workers, and bank tellers.

- *Transit clerks* sort checks and drafts on other banks, list and total accounts, and prepare collection documents for mailing.
- *Exchange clerks* service foreign deposit accounts and figure charges for cashing or handling checks drawn against those accounts.
- *Interest clerks* keep records of notes involving interest that the bank must pay or collect.
- *Mortgage clerks* keep ownership, tax, and insurance records for property on which the bank has lent money.
- *Computer workers* are in the center of the great changes in computerized and electronic equipment. New equipment can "read" checks and documents which in the past were sorted by hand. Some of the new bank jobs created are: *console operator, tape operator, coding clerk, tape librarian.*
- *Bank tellers*—all 270,000 of them—are probably the most familiar bank employees. Each bank has at least one teller who receives and pays out money, and records the transaction. Tellers may specialize in payroll, savings, foreign exchange, or securities.

Education: The Brain Trust

One thing banks don't have to worry about is accounting for their employment record: it's very progressive. Many managerial jobs are filled by in-bank promotions of lower-level employees. Other officers are hired as management trainees and are "brought along" by the bank until they are ready to take on a fully responsible job.

Banks are famous for the on-job and continuing education programs they provide for employees on all levels. Employees who take work-related courses at local schools are encouraged, and often financed by, the bank for which they work.

Several national banking associations sponsor educational programs. The largest and best-known of them is the 250,000-member "school without a campus" run by the American Institute of Banking (AIB). The AIB is the educational arm of the American Banker's Association (ABA). It is a volunteer organization working at a grass roots level in chapters and study groups in over 600 cities. AIB's goal: to provide new, trained leadership for the banking field.

Bank workers enrolled in AIB programs may take courses in finance, commercial law, accounting, economics, management, and many other areas.

AIB programs are offered as formal classes, as correspondence courses, or as informal study groups and teams. About 215 of the AIB groups are connected with colleges and universities.

Under this arrangement, bank workers can receive college credit for AIB courses (including participation in some two-year associate degree programs). Students in colleges (if they go into banking) can also receive credit toward an AIB certificate.

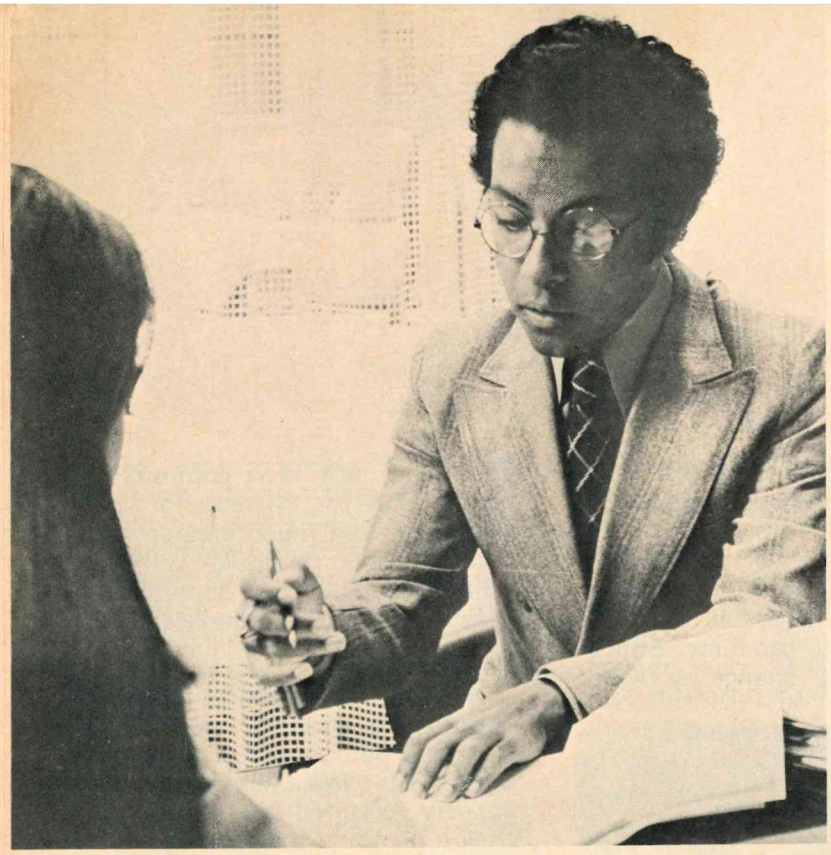
Beating the Bushes: Recruitment and Training

If you've set your sights on a management position in banking, a bachelor's degree is the *least* you can do to get there. Educational "musts" change by region and bank, but it is commonly agreed that the chances for advancement are much greater for college grads (although a high school diploma can sometimes lead to middle-management jobs).

A major in business administration, finance, or economics is a good bet. Liberal arts majors are much less likely to be actively recruited by banks—but if you combine that degree with courses in accounting, economics, law, and statistics, you may have a good chance for jobs. If you intend to specialize in a bank-related area (law, personnel administration, or investment management), you should major in that field.

While you are in college (or even high school), check locally for banks that hire summer employees. It's a good way to find out about banking—and to let a bank find out about you!

What about jobs for high school grads? There is a variety of entry-level jobs open to people with a high school diploma—and they aren't dead-ends. Most tellers and clerks, for instance, are high school grads who get on-job training. Tellers →



may advance to head tellers; and clerks rise to tellers, credit analysts, or supervisors.

If you take advantage of the educational programs in the banking field, there is no reason you can't move up the employment ladder. The opportunities are there for people of all educational backgrounds—but you have to be willing to invest in *yourself.*

The Bottom Line—Why Banking?

You don't have to take it on trust: the advantages of a career in banking are a matter of public record. We've already mentioned the many training and advancement opportunities in the field, but here are some other factors that might increase your interest rate:

- *Bank starting salaries are on the rise.* In years gone by, it was said that a bank career was dandy—if you could wait 10 or 15 years for the money and promotions to find you! Today, starting salaries for bank officer-management trainees in some major metropolitan areas range from $8,000 to as much as $18,000 for a few exceptionally talented trainees. Starting salaries for accountants, as of 1974, averaged $9,700 for entry-level accountants, and from $13,500 to $20,000 for experienced accountants. Bank clerks were paid from $90 to $170 per week in 1974—a salary range that seems to hold for many non-supervisory banking jobs.

  It should be noted, though, that these salary figures are *averages.* In many areas, starting pay is considerably lower.

- *Bank employee benefits stack up well.* Bank employees average $36 in benefits for every $100 of salary they earn. Among the

Workers In. . .

Financial Institutions

accountant,
accounting clerk, bank
auditor
bookkeeper, general
cashier, bank
clerk
computer programmer
courier (bank messenger)
keypunch operator, bank
personnel director
teller, savings

Business and Industry

actuary, insurance
business manager, retail store
claims representative, insurance
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securities (stocks and bonds) salesworker
systems analyst, EDP
tax attorney
tax agent

Government and Education

bank examiner
bank officer, Federal Reserve bank
budget administrator
compliance officer, wage-and-hour
computer operator
financial analyst
marketing specialist, agriculture
research worker, college or university
tax technician, Internal Revenue
teacher, economics
technical writer, economics

benefits many workers receive are: pensions, bonuses, sick leave, health insurance, life insurance, loan and profitsharing opportunities. It's not part of your paycheck, but it can save you a pile!

- *Banks offer security*—for other people's money, and *your* career! Banks hire and train over 300,000 employees each year, and experts predict that the next 10 years will see a faster-than-average growth in the banking field. Banks are "holding companies" in more than one way. They tend to hold on to their employees! Even if two or more banks merge into one organization, they are usually able to find places for all the employees.
- *Banks offer good working conditions, too.* Most banks are well-lit, pleasant places to work. Many are conveniently located in suburban areas, or in city centers near mass transportation. Most bank workers have a 36½ hour work week (though officers generally work longer hours), and hours are regular. Banker's hours may include one evening per week, and some banks have a three-day or four-day work week in departments which lend themselves to a shorter schedule.

The job picture isn't all glitter and gold, though. Non-managerial bank workers still complain of low salaries and slow promotions. Many bank tellers dislike having to stay in one place all day, facing the public, while some clerical workers wish they had *more* public contact. A finance job has many benefits, but be sure it suits *you.*

Futures in Banking and Finance: It's Your Vault!

If you could tell the future, there would be no need to look further for a financial career—you could go into stockmarket forecasting! But because none of us can do that, we're all in the dark when it comes down to choosing a career.

There are ways, though, to make an educated guess about job prospects in tomorrow's world of finance. It all goes back to our first idea—the *economic transaction.* In a very simple way, when the number of these transactions rises, financial activity rises with them. And this creates a need for workers to handle the transactions.

Economists are guessing that the expansion of consumer services and changes in computer

→

Minority Matters!

Of all the nation's industries, banking has made the largest gains in hiring of minority employees in the last 10 years. Since 1966, employment of blacks has tripled, and employment of Spanish-surnamed Americans has more than doubled.

Women in banking are not a minority, strictly speaking: they fill nearly two-thirds of all bank jobs. In the past, though, most women worked in clerical jobs; and only one out of every ten bank officers was a woman.

But today is a different story. The three-piece suit of banking may be undergoing some alterations: to jacket, vest—and skirt! More and more banks are recognizing the capability of women in banking. And, in part because of government legislation and increasing demands of women, more and more management-level jobs are opening to women bankers.

Today, the National Association of Bank Women (NABW) estimates that 25% of bank officers and managers are women. It's not a big change, but it's only just begun!

NABW, which represents women in officer and management bank jobs, is a driving force in the push for greater opportunities for women. The association's education programs reflect the desire to bring out the unused management potential in women bankers.

"Women know banking itself inside and out," says Patricia O'Keefe, NABW's director of communications. "They have always been banking specialists. But many women need special education experience to help them expand from their specialty areas into general management."

NABW's educational programs—which lead to bachelor's or master's degrees in business management, or to certificates—focus on teaching women how they fit into the system, and how to use the system to get ahead.

"We try to get women to think big," says Ms. O'Keefe. "We aren't trying to push them into high-pressure jobs they may not want. We just want them to examine their career plans, and set goals for themselves."

NABW hopes to reduce the number of "until-ies" among women in banking: women who are working "until" their husband gets out of school, "until" the car is paid for, and so on.

"Even if a woman isn't planning on a lifetime career—why shouldn't she think and plan as though she were?" asks Ms. O'Keefe.

technology will mean a need for all kinds of financial workers. Other predictions:

- Banks will continue to move into related activities, such as real estate and investment services.
- They will become information centers with computerized data on people, businesses, and financial markets.
- Banks will tend to merge into "superbanks" where the transfer of funds is handled electronically (computer-to-computer, not person-to-person).
- As people scurry farther out into the suburbs, branch banking is likely to expand in many states.
- And, too, the current trend towards overseas branch banks may lead to increased employment in international banking.

Are You Bullish on Banking?

If you have a yen to be Secretary of the Treasury, first-hand job experience may be hard to come by. But your neighborhood bank or savings-and-loan may be a great source of over-the-counter career advice on many other career options.

- If you have a "personal banker," or know a counselor at the bank, ask to be given a tour, or a brief interview with one of the bank's personnel specialists or recruiters.
- If you have a specific job in mind, find someone who does it for a living, and ask them to tell you about it. Everyone likes to talk about what they do, and bank employees are trained to be helpful (they won't bite you, in other words!).
- Read all the career information you can lay hands on (see the "For More Information" section at the end of this article). Decide what you want to know *before* you visit a bank, and ask questions! After you've piled up the information, assess it in terms of your own abilities. Financial organizations need trustworthy, responsible workers—personable people who can inspire friendship and confidence for their bank. Financial workers must also have sound judgment, and the ability to judge people and situations (that means saying "no" when you have to!).

Would a career in banking or finance pay off for you? You must decide if this is the best way to earn your bread and butter, but there's one thing you can be sure of: this is one field that isn't likely to be obsolete when you get there. And you can bank on that! ★

For More Information

Check your school library or guidance counselor's office for the following SRA Occupational Briefs: # 11 "Bank Workers," # 46 "Bank Officers," and # 94 "Credit Workers."

Vocational Biographies
Box 146
Sauk Centre, MN 56378
Vocational Biographies, Series E: Vol. 1, No. 21, "Bank Officer," Vol. 3, No. 20, "Bank Cashier," and Vol. 5, No. 7, "Bank Teller," 50¢ each.

Catalyst
14 E. 60th St.
New York, NY 10022
Booklets: # C4 "Banking" and # C11 "Finance," $1.25 each.

National Association of Bank Women Educational Foundation
111 E. Wacker Dr.
Chicago, IL 60601
Kit: "Careers for Women in Banking," includes fact sheets for consumer banking, commercial banking, trust administration, marketing, and personnel administration; $3.

American Bankers Association
Bank Personnel Division
1120 Connecticut Ave. NW
Washington, DC 20036
Booklets: "Banking: Horizons of Promise," and "Faces of a Bank," single copy of each free.

American Institute of Banking
1120 Connecticut Ave. NW
Washington, DC 20036
"AIB Student Catalogue" describes activities and career options of the Institute's "school without a campus"; single copy free.

Hospital Financial Management Association
Department CW
666 N. Lake Shore Dr.
Chicago, IL 60611
Brochure: "Find a Career That Counts—In Hospital Financial Management," single copy free.

Associated Credit Bureaus, Inc.
6767 Southwest Freeway
Houston, TX 77036
Booklets: "Job Profiles: Collection Service Industry," and "Job Profiles: Credit Bureau industry," 35¢ each.

The National Consumer Finance Association
1000 Sixteenth St. NW
Room 601
Washington, DC 20036
Booklet: "Your Future: Careers in Consumer Credit," single copy free.

Tom Hagan & Associates
200-208 E. 18th Ave.
Box 12346
North Kansas City, MO 64116
Fact Sheet: "Bankers Training Institute," provides background information on training programs for those interested in banking careers; single copy free.

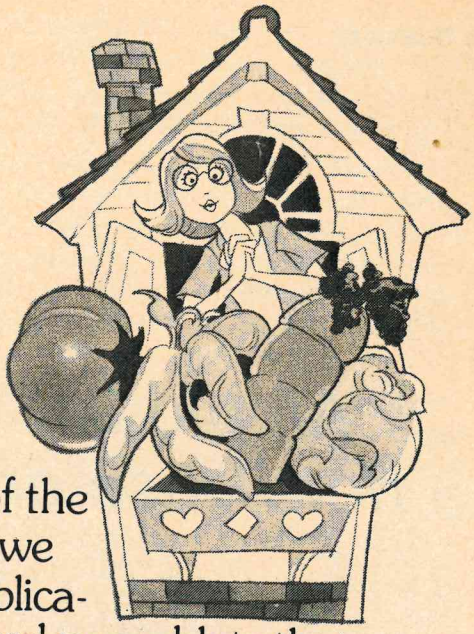
Books

Your Future in Banking *by Ralph E. Boynton, 1976,* Your Future in Accounting *by Edmond Locklear, Jr., 1976, and* Your Future in the Credit Field *by M. R. Neifeld, 1969; Arco Publishing Co.; $2.45; available through Career World Book Service, 501 Lake Forest Ave., Highwood, IL 60040.*

Film

Datafilms
2625 Temple St.
Los Angeles, CA 90026
"The Teller's Day," and "A Day in the Life of . . .," 16mm color films; request free descriptive brochure and rental/purchase rates for these banking educational materials.

How to:



Did you ever want to know how to manage your money to make every penny count?

You can learn how to do it.

Did you ever want to grow your own vegetables but you don't have a backyard?

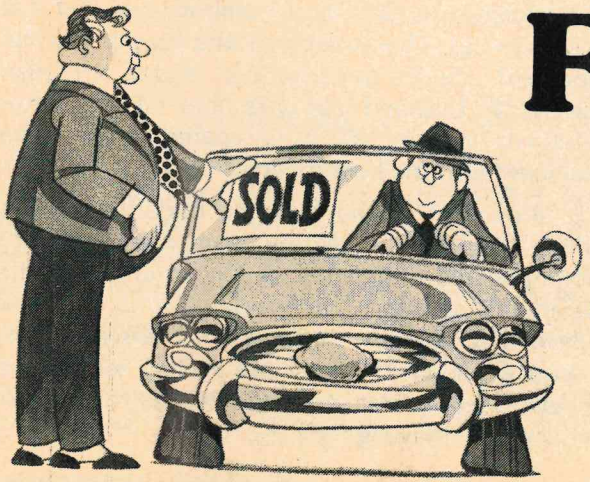
You can learn how to do that, too.

We're the Consumer Information Center of the government. And we have over 200 publications, brochures, and pamphlets that tell you how to do a lot of different things.

How to sleep like a lamb. How to keep your home in good shape. And how to keep your shape in good shape, too.

Our free catalog lists brochures about buying a used car. About health and recreation. Children. Food and nutrition. Saving energy. Even how to find a job that's right for you.

Most of these publications are free. Most of the rest are 50¢ or less.



Free catalog.

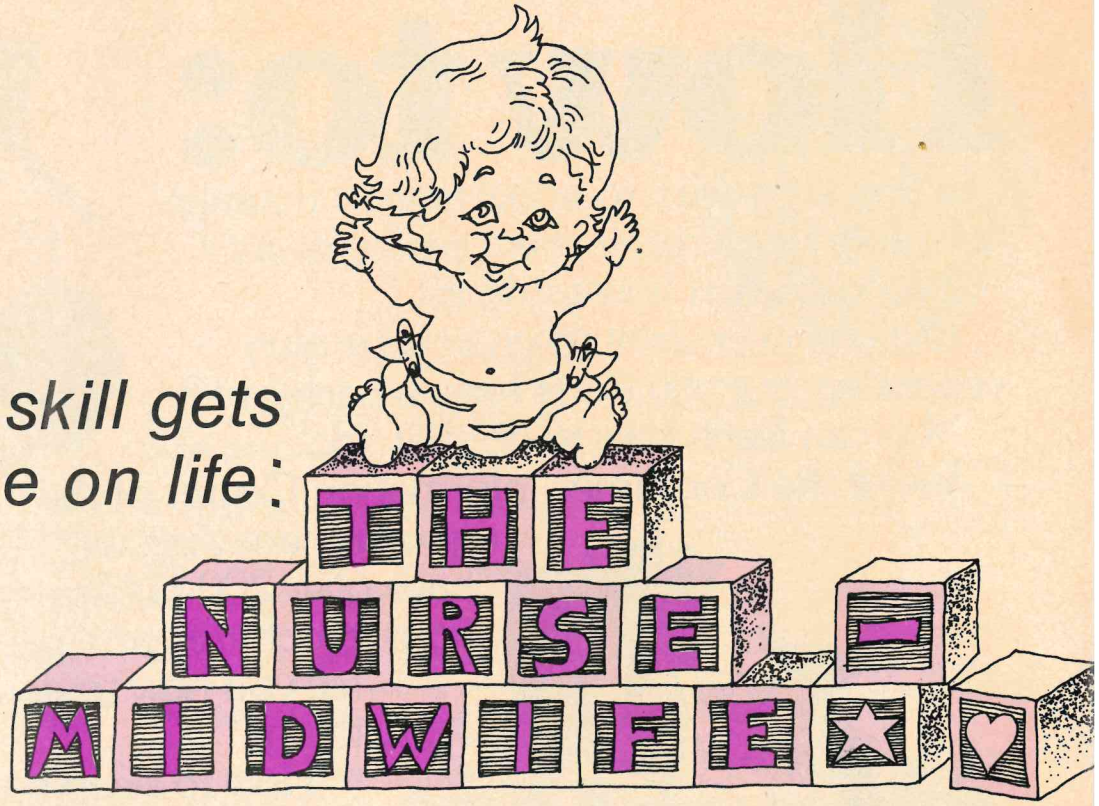
How to get the catalog that lists them all?

Just write Consumer Information Center, Pueblo, Colorado 81009.

GSA General Services Administration

Consumer Information Center

An old skill gets a new lease on life: THE NURSE-MIDWIFE



It's yesterday's news these days to hear about old, traditional jobs dying out. But one of the oldest of them all is being reborn in a big way—midwifery (mid-*wiff*-ery).

Midwives, you screech? Those ancient grannies with shawls and herb potions? The "quack" medical practitioners blamed for the high infant death rates of past centuries? Who needs them?

Well, more and more educated, modern women are deciding *they* need midwives. And, what's more, the **nurse-midwives** they choose bear little resemblance to the "grannies" of yesteryear. They are highly-trained medical specialists—working under a physician—who learn their skills from school and hospital experience, not from folklore.

In 1970, there were only 26 nurse-midwifery services and educational programs in the U.S. By 1974, the number had toddled up to 106 services and programs employing over 1,800 nurse-midwives.

Why the about-face? First of all, families of all classes and backgrounds began to demand choices in maternity care—and an alternative to the modern "status quo," delivery by a physician. Others found that the high costs of childbirth could be halved if a nurse-midwife delivered the baby. And still other women, for personal or cultural reasons, liked dealing with another woman during their pregnancy and childbirth.

New York City's pioneering Roosevelt Hospital was one of the nation's first to offer its private patients a nurse-midwifery service. The program has been a howling success. Roosevelt's staff of five nurse-midwives handle about six new patients each week, and they turn away just as many. Staff duties include patient care throughout pregnancy; supervision of labor and delivery; and a "follow through" with helpful counseling on child care, family planning, and the adjustments of "bringing baby home." All this for a flat fee of about $900—about half the usual doctor's bill. Patients say they get more than their money's worth, too—they often find a helpful friend in the nurse-midwife.

One Big, Happy Family

The nurse-midwife is part of a maternity health-care team that includes a supervising obstetrician, nurses and technicians—*and* the parents-to-be! The wishes of the family are very important to nurse-midwifery staffs. In many cases, both husband and wife have taken "natural childbirth" classes, and are prepared to participate intelligently in the birth of their child.

It should be noted that the midwife's area of skill is the care of healthy women in a healthy, uncomplicated pregnancy. A key to understanding the theory behind nurse-midwifery is that they believe that having a baby is *not* a disease—just a natural life cycle. Patients are closely screened by an obstetrician, who only assigns healthy patients to the nurse-midwife.

An obstetrician is on call at all times to deal with emergency situations. Should the nurse-midwife spot unexpected trouble, help is on the way immediately.

Delivery Room

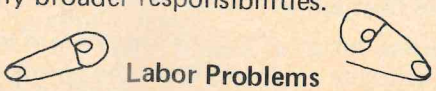
Despite the great advances made recently in nurse-midwifery, a great deal of prejudice exists—some of it caused by simple misunderstandings about the role of the nurse-midwife. In case you're wondering, then:

1. Nurse-midwives are never self-employed. They always work under the direction of an obstetrician.

2. Nurse-midwives do not deliver babies at home. The home-delivery issue is another matter altogether. Nurse-midwives work in public and private health-care institutions (like clinics and hospitals) providing broad health services, or in nurse-midwifery services which exist independently (particularly in some rural areas of the country).

3. The official policy of the American College of Nurse-Midwives is that their members do not compete, economically or professionally, with obstetricians. In 1971, the American College of Obstetricians and Gynecologists (ACOG) issued a statement recognizing the work of nurse-midwives on maternal health-care teams supervised by physicians. The ACOG statement helped convince some physicians that the nurse-midwives were seeking a role that would benefit, and not compete with, the medical profession. Many physicians, however, still feel uneasy about giving nurse-midwives responsibility for their patients; and future nurse-midwives will probably have to face the problem of "fitting" their work into the health-care picture.

4. Nurse-midwives are not frustrated doctors. The nurse-midwife's role is both unique and responsible, and takes a great deal of emotional and physical strength. The midwife provides a very individualized, personal attention to the patient and her family, and the American College of Nurse-Midwives (ACNM) sees no future time at which nurse-midwives are likely to try to "take over" any broader responsibilities.



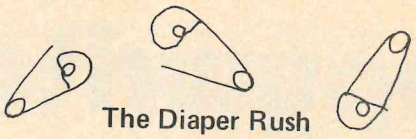
Labor Problems

Although the ACNM says demand for their members' services exceeds supply, filling the demand will take time. There are only 17 U.S. training programs in nurse-midwifery, and all of them have waiting lists as long as a line of diapers.

To be accepted into a nurse-midwifery program, you must first be a registered nurse (RN). Many schools also require at least one year of clinical experience in obstetrical nursing. The programs, which range in length from eight to 24 months, lead either to a *certificate* in nurse-midwifery, or to a *master's degree.* Since requirements vary, be sure to check with each of the schools that interest you.

Training for nurse-midwives is very demanding. Ruth Lubic, director of the Maternity Center Association (a New York voluntary health agency specializing in maternal care) stresses that nurse-midwives have had to be concerned about the welfare of the patients and their babies—and about the welfare of their "infant" profession.

Losing a child is above all a personal tragedy for a family, she notes; but "if one of our students had ever lost a mother during childbirth, it would also have jeopardized the whole movement."



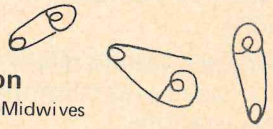
The Diaper Rush

Nurse-midwives are still struggling for permission to work in some states, but legal trends seem to be going their way. Most states allow nurse-midwives to offer services; 40 states have some form of licensing. And in many states, nurse-midwives are covered by insurance as well.

Just as work opportunities have expanded, so have earnings. Salaries range from $7,000 to $20,000, depending on location, experience, and other factors. Consumer demand has put nurse-midwives' services at a premium, and salaries are expected to rise even more, according to the ACNM.

The U.S. is one of the few countries in the world where physicians deliver most babies. (Nearly 96% of Great Britain's children are delivered by midwives.) U.S. nurse-midwives believe their past successes have shown that their services can be (and are) valuable. For example, a nurse-midwifery service established in the doctor-poor Mississippi Delta region in 1969 was credited with lowering infant deaths by one-half in just three years.

Nurse-midwives are involved in exciting, life-giving work. If you have a strong mind and body, and lots of loving care to give, you could be a welcome addition to this not-so-new "new" field. ★



For More Information

American College of Nurse-Midwives
1000 Vermont Ave. NW
Washington, DC 20005
Pamphlet: "What Is a Nurse-Midwife?" describes the functions of a nurse-midwife and includes a list of approved educational programs; 25¢ each.

Maternity Center Association
48 E. 92 St.
New York, NY 10028
Reprints: "Nurse-Midwifery in Context," 25¢ each, and "Developing Maternity Services Women Will Trust," single copy free.

Copy's the Name, Selling's the Game

The Advertising Copywriter

"Ad copywriting is a little bit like being on a tv game show," laughs a writer for a large midwestern agency. "You know: 'Quick, for the $64,000 question, give us 20 snappy slogans for Corn Cadoodles!!' "

Now, the deadline pressures aren't always *that* bad. But advertising copywriters often find themselves involved in "do or die" situations where the speed and quality of their ideas can make all the difference.

Ideas. They are the copywriter's stock in trade, along with several trees' worth of no. 2 pencils and yellow legal paper. Advertising copywriters write headlines, slogans, and texts to catch the eye and ear. Their words convey messages about products, services, companies, ideas—in fact, about anything someone wants people to know.

Advertising was once called "salesmanship in print"; but today's copywriters are not limited to the printed word. Advertisements are carried in newspapers and magazines, on radio, tv, billboards, and in various direct mail campaigns. In short, ads are, as much as possible, a substitute for the human salesperson.

The 200,000 men and women in advertising generally work in the following types of organizations:

- **Advertising and public relations agencies,** which perform a wide range of promotional services for other organizations.
- **Business concerns,** such as manufacturers and stores with products or services to sell.
- **Advertising media businesses,** like publishing, broadcasting, and direct-mail companies.
- **Professional and trade association groups,** which represent and promote an industry or profession as a whole.

About one-third of advertising workers are concentrated in advertising agencies. But no matter where a copywriter works, the responsibility is much the same: to shape words and ideas into a persuasive and unique selling message that will reach a target audience.

Building the Better Mousetrap

The copywriter in an ad agency does not work in a vacuum. Ads must be looked at as a whole, and that involves teamwork.

The planning for an ad begins long before the copywriter actually begins to form the words for it. *Account executives,* the copywriter's direct link to the "client," find out just what the client is looking for in an ad, and give the writer facts about the product or service: cost make-up, purpose, etc. The *research department* gives the writer an idea of what motivates, or moves, people to buy. The *art and media departments* get in on the early creative planning: is this a color magazine ad, a commercial for tv, a singing ad for radio? Can we get time or space for it in the media we want? And the *production department* tells the creative staff (which

includes the copywriter) what can be done mechanically by typesetting and printing.

In most cases, the artist and the copywriter work closely on the actual planning of the ad. In an effective ad, words and pictures must work together to produce the greatest effect on an audience.

An advertisement may be rewritten many times and even pitched in the wastebasket before one version is approved both by the agency and the client. The copywriter has to be able to accept criticism gracefully, and to give up what seems to be the best idea, because the client won't agree to use it.

Whether you want to tell the public to "put a tiger in your tent" or to "have it our way," the client is looking for a message with a difference. But getting your ideas and the client's to "jive" is often a rough way to make a living.

The Person in the Gray Flannel Suit

The high-pressure levels of advertising aren't for everyone. Copywriters are almost always working

"under the gun" of a deadline. Hours may be long and irregular, with much evening and weekend work. And, because copywriters are hired to produce "copy," they can be and are fired for not coming up with what the agency wants. Advertising is not a secure business.

What the copywriter needs most is that "certain something" that can give words life. A lively imagination, a flair for visualizing, and a knowledge of people are all important. The copywriter must be able to translate facts (often pretty dull facts) into bright, "grabber" copy.

Paid by the Word

According to an official of "the 4As" (American Association of Advertising Agencies), the job outlook for advertising copywriters "is never very good. But there is just as good a chance for extremely talented writers today as there was thirty years ago."

In a "very good year," openings for all jobs in advertising agency work may number about 1,500, and competition for those jobs is fierce. On the other hand, advertising attracts about 20,000 newcomers a year. Obviously, most of them find work outside of the advertising agencies. Don't overlook any kind of advertising or writing job as an "in" to a copywriting career. One ad agency head says he firmly believes that writing for catalogs is the best training ground for copywriters. It makes them short-winded.

According to the 4As, the day of "superstar" salaries and status is over in advertising; but it can still be a high-paying profession. Beginning salaries for copywriters range from $8,500 to $11,500 a year. Senior copywriters or copy chiefs (heading a staff of writers) with a large ad agency can make anywhere from $50,000 to $75,000 yearly.

Place Your Ad Early

Most advertising people believe that talent is born, not made—but that doesn't mean that college is something you can pass by. More than 75% of the creative workers in advertising agencies hold college degrees, and the trend seems to be growing. The most common majors for future copywriters are English, advertising, and journalism—or a combination of these.

If you want to be a copywriter, take every chance you have—starting now!—to get involved in writing. Work on the high school newspaper. Take a selling job. Be an observant reader and viewer of other people's writing. Try your hand at reworking a few ads yourself.

Above all, save *everything!* Your portfolio (collection of writing samples, etc.) is the way to "show your stuff" to a future employer. Before you can get a chance to sell ideas for other people, you'll have to be able to sell yourself to *them!* ★

For More Information

Check your school library or counselor's office for SRA Occupational Brief # 361, "Advertising Copywriters," Chronicle Guidance Brief # 113, "Advertising Assistant," and Brief # 228, "Advertising Copywriter."

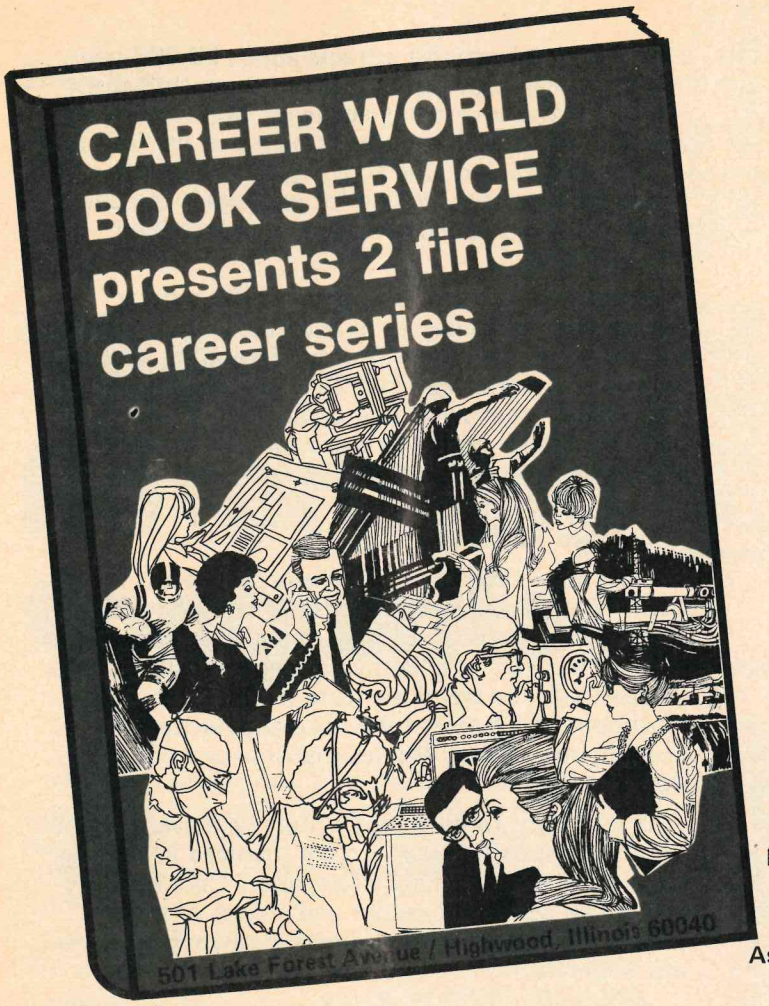
American Advertising Federation
Educational Services
1225 Connecticut Ave. NW
Washington, DC 20036
Pamphlets: "Jobs in Advertising," and "Questions and Answers about Advertising," single copy of each free.

Association of Industrial Advertisers
Education Committee
41 E. 42nd St.
New York, NY 10017
Leaflet: "Industrial Advertising Careers," single copy free.

International Newspaper Advertising Executives
Box 147
Danville, IL 61832
Brochure: "A Career in Newspaper Advertising," single copy free.

Dr. B. K. Ross
Dept. of Mass Communications
Texas Tech University
Box 4710
Lubbock, TX 79409
Booklet: "Where Shall I Go to Study Advertising?" 50¢ each.

American Association of Advertising Agencies
Ordered Materials Dept.
200 Park Ave.
New York, NY 10017
Booklets: "What Advertising Agencies Are, What They Do, and How They Do It," 40¢ each, and "Advertising—A Guide to Careers," 55¢ each.



1 The *New* Vocational Guidance Manuals Series

33 paperbacks plus 4 special hardcover volumes
Special Offer: All 37 volumes for $93.00
(Regular price $103.80—a savings of $10.80)
All titles listed are eligible for purchase with federal funds.

This series of comprehensive, authoritative career guidance books offers young people a broad selection of occupations to explore. Practical, current and relevant, VGM books tell interested students how to plan and prepare for deeply satisfying and rewarding careers. The series introduces little-known and newly emerging professions, objectively analyzes specific career fields, and presents the needed information as recommended by the National Vocational Guidance Association. Written by authorities . . . adopted by thousands of high schools, public libraries, colleges and universities, public and private guidance agencies.

Paperback

Opportunities in Acting Careers by Dick Moore, Editor of AFTRA (American Federation of Television and Radio Artists) Magazine and President of Dick Moore & Associates, a New York-based public relations firm. $2.95

Opportunities in Architecture Today by Robert J. Piper, AIA, AIP, Deputy Director of the Northeastern Illinois Planning Commission. $2.45

Opportunities in the Biological Sciences by Charles A. Winter, Ph.D., former research scientist at the Merck Institute for Therapeutic Research. $2.95

Opportunities in Building Construction Trades by Michael Sumichrast, Ph.D., Chief Economist, National Association of Home Builders, and Charles P. McMahon, Editor of NAHB weekly newsletter. $2.45

Opportunities in Carpentry Careers by Roger Sheldon, Editor of THE CARPENTER, official magazine of the United Brotherhood of Carpenters and Joiners of America. $2.45

Opportunities in the Chemical Sciences by John H. Woodburn, Ph.D., former consultant, Atomic Energy Commission. $1.95

Opportunities in Drafting Today by Benjamin J. Stern, vocational education and curriculum design consultant for the New York City Board of Education. $2.45

Opportunities in Economics Careers by Harold F. Williamson, Ph.D., Senior Resident Scholar, Eleutherian Mills-Hagley Foundation. $1.95

Opportunities in Electrical Trades by Robert Wood, Director of Research and Education, United Brotherhood of Electrical Workers. $2.45

Opportunities in Engineering Technology Careers by D. Joseph Hagerty, Ph.D., Associate Professor, Department of Civil Engineering, University of Louisville, and John E. Heer, Ph.D., Professor and Chairman, Department of Civil Engineering, University of Louisville. $2.45

Opportunities in Environmental Careers by Odom Fanning, a Washington-based science writer with the Federal Energy Administration. $3.95

Opportunities in Foreign Language Careers by Theodore Huebener, Ph.D., Supervisor of Student Teachers of Foreign Languages at New York University. $2.45

Opportunities in Forestry Careers by E. L. Demmon, former Director of the U. S. Forest Service's regional experiment stations. $2.45

Opportunities in Geology and Geological Engineering by Alfred K. Snelgrove, Ph.D., Professor of Geology, Michigan Technological University. $1.95

Opportunities in Graphic Communications by George Reinfeld, Jr., President, Publishers Research Corporation. $1.95

Opportunities in Law Enforcement and Related Careers by James D. Stinchcomb, Chm., Dept. of Administration of Justice and Public Safety, Virginia Commonwealth University. $2.95

Opportunities in Landscape Architecture by Ralph E. Griswold, Landscape Architect. $1.95

Opportunities in Life Insurance Sales by Lee Rosler, President of Farnsworth Publishing Co., publishers in the life insurance field. $2.45

Management Careers for Women by Irene Place, Ed.D., Professor Emeritus of Business Education, Portland State University, and Alice Armstrong, Continuing Education Program, Women's Division, State of Oregon. $3.95

Opportunities in Mechanical Engineering by Seichi Konzo and James W. Bayne, Professors of Mechanical Engineering, University of Illinois. $1.95

Opportunities in Optometry by Dr. Frank M. Kitchell, Chairman of the Manpower Committee of the American Optometric Association. $2.45

Opportunities in Osteopathic Medicine Today by Leonard E. Heffel, Director of the Office of Continuing Medical Education, American Osteopathic Association. $2.45

Opportunities in Personnel Management by

Career World Book Service, 501 Lake Forest Avenue, Highwood, Il. 60040

See 3rd page of ad for ordering instructions

rev. 976

David Mack, former Vice President of the Lily-Tulip Cup Corporation. $1.95

Opportunities in Pharmacy Careers by Fred B. Gable, Professor and Assistant Dean, Temple University School of Pharmacy. $2.45

Opportunities in Physical Therapy by Bernice Krumhansl, Director of Physical Therapy, St. Luke's Hospital. $2.45

Opportunities in a Podiatry Career by Dr. Jules Shangold, D.P.M. and Dr. Frank Greenberg, D.P.M., partners in private practice. $1.95

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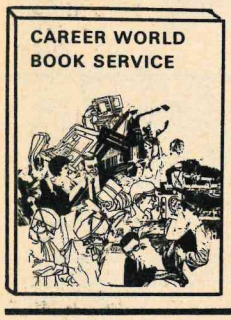

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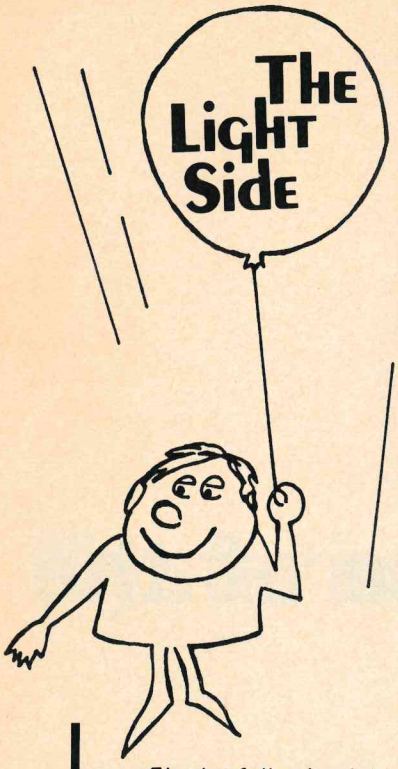

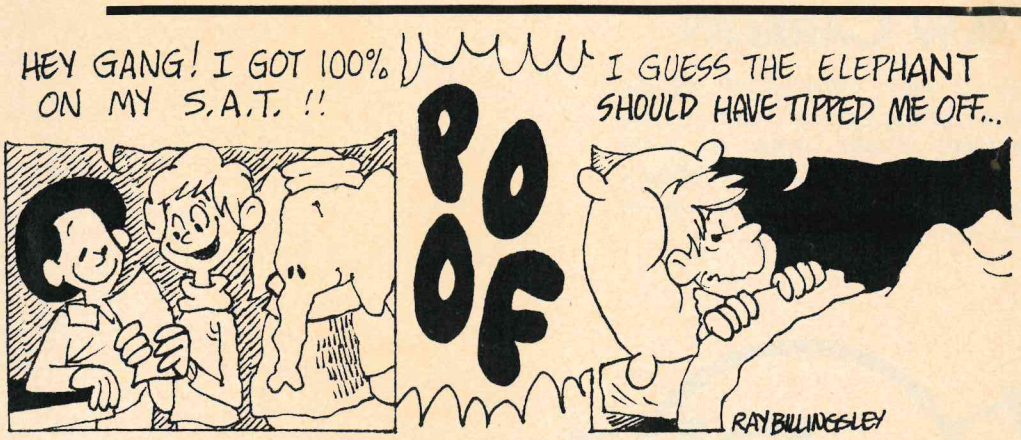

CPAURZEZELRE

Fit the following job titles into the appropriate spaces. If you do it correctly, there will be no empty boxes and each word will fit perfectly.

ARCHITECT
ASTRONOMER
~~BOTANIST~~
COMPOSER
~~COSMETOLOGIST~~
~~CRAFTSPERSON~~
~~DIVER~~
ELECTRICIAN
ETYMOLOGIST
FASHION DESIGNER
FLORIST
HEMATOLOGIST
INSTRUCTOR
INSURANCE ACTUARY
INTERIOR DESIGNER
LAWYER
MODEL
OPTICIAN
POLITICIAN
PSYCHIATRIST
~~RADIOPHARMACIST~~
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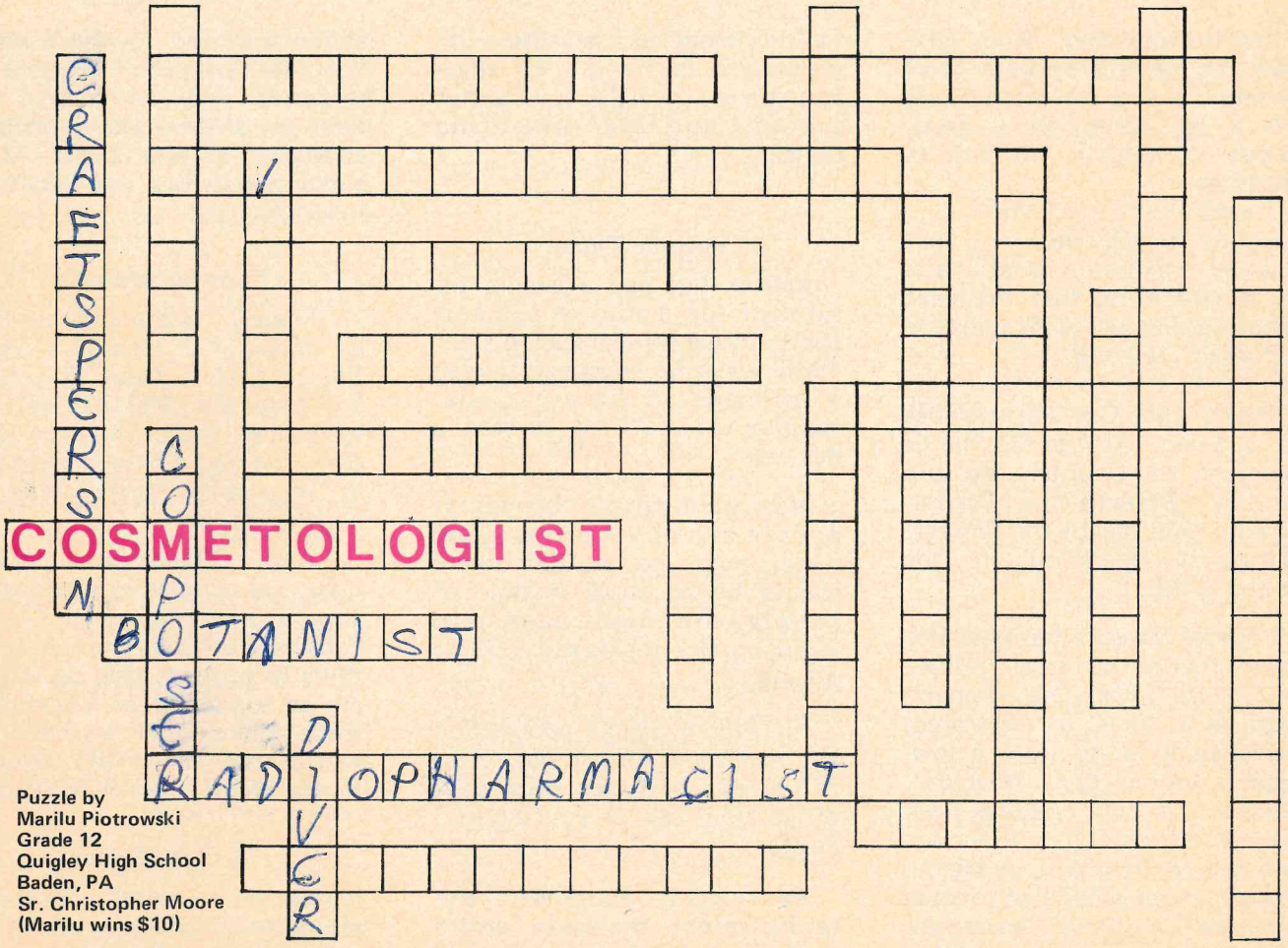


Puzzle by
Marilu Piotrowski
Grade 12
Quigley High School
Baden, PA
Sr. Christopher Moore
(Marilu wins $10)

New Careers

Every year, dozens of occupations spring up that never existed before. From time to time, CAREER WORLD will highlight some of these interesting jobs of the future.

or The Case of the

Invent anything from the wheel to the parking meter—and someone is sure to come along with a way to tax it, evade it, ticket it, rent it, or sell it wholesale.

Invent a bug (no, not that kind—an electronic one!), and it's a sure thing that the next person in line will want someone to "debug" the bug.

That's what Dan Patrick does for a living. At age 29, he is president of Counter Measure Security Systems—the fastest-growing (and maybe the slickest) de-bugging operation in the United States.

Counter Measure has been hot on the trail of the illegal "private ears" since 1974. The company began as a "ring" of electronics specialists working from a low-secret Ann Arbor, Michigan, basement. It now operates from modern offices in San Francisco and Ann Arbor, with a Miami, Florida, office scheduled to open this year. The "ring" has grown, too: Patrick has over fifty security-screened specialists with experience in things like voice scramblers, NASA computer systems, and laser measuring devices.

Peeping Times

Patrick has had a bee in his bonnet (or a bug in his ear) about illegal eavesdropping since 1966, when he happened to read a full-page ad (in a national magazine) selling listening devices.

Now hold on, he thought. If people are buying and using illegal bugs, he decided, there should be an equal number of people who might need help keeping their private affairs private.

"It *should* bother people that any motivated 12-year-old with a ten-dollar bill can bug your office, your car, or your home," he says.

As bugging equipment and techniques became more sophisticated, Patrick's hunch about the need for his kind of "counter measure" became a certainty. And he entered the field at a time when people's awareness of public and private bugging activities was beginning to surface.

I Spy (anything!)

"Privacy" is the code word to all of Counter Measure's operations. Using a team of experts and more than $50,000 worth of specialized equipment, the company has had a high success rate in uncovering every kind of bugging device.

"About 80% of our clients are industrial companies who believe they're being spied on," says Patrick. But everyone has something to protect: new car models are as top-secret as government space plans, and Patrick says music companies are security fiends about their new releases.

A Clean Sweep

Patrick's basic "counter measure" is a Scream(er). It's also a Cloak, a Scrambler, and a

Mysterious Counterspy

Super Snooper. These are some of the names of equipment used in "the Sweep"—a series of systematic, overlapping searches in the client's office, warehouse, lab, airplane, boat, or whatnot.

The Counter Measure team (price: $500 per day, plus expenses) examines every niche, nook, cranny, wire, wall socket, switch, and shelf in the area. They even test the air for unwanted radio transmissions. It's a pretty thorough shakedown—but what (says Patrick) can you overlook when a pencil eraser can carry a transmitter? Some complicated sweeps last a week, or even months.

And what happens when the bug is discovered? Patrick is quick to point out that "we aren't private detectives."

Clients generally have three choices: leave the bug in—and feed it wrong information; call in the FBI; or simply yank it out. The choice is left up to the client—but Patrick is there to give advice on future protection, or to design and install safeguards.

Elementary, My Dear Patrick

Dan Patrick is an outgoing man with a keen sense of humor—but he takes his responsibilities seriously.

"We're involved in many sensitive areas," he says. "One of my greatest challenges is finding qualified people who can be trusted completely. So our hiring standards are pretty tough."

Patrick points out that, because the de-bugging field is brand-new, there are few guidelines for getting into the business.

"This is a secondary career," he says. "You may train in electronics, radio, telephone instrumentation, or security—our teams usually have people experienced in all those areas." But he adds that because demand for de-bugging services is still relatively rare, a major in electronics is likely to wire you to a "normal" electronics job, not a counter-spy operation.

Patrick doesn't see his work as a "fad"—though he will admit that "all the recent movies haven't hurt business a bit." But he doesn't worry about running out of "de bugs."

Does Your Teddy Bear Tell Tales?

"Not everyone needs to take counter measures against bugging," says Patrick. "But even people with nothing to hide say things they don't want broadcast over the air waves."

Patrick calls this kind of information "sensitive." It can pass from doctor to patient, from lawyer to client, from friend to friend. "If you talk at all," he says, "you are a potential target."

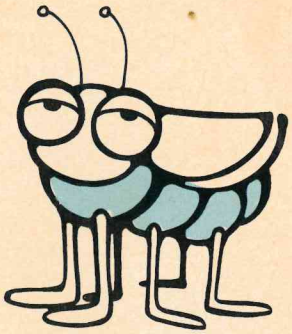
And Patrick practices what he preaches. Every day, Counter Measure checks its own labs and offices for bugs (none has ever been found).

Patrick's home security is tight, too: he doesn't have a telephone. Why? "I just don't trust 'em," he laughs. ★

Jobs for Students

Part-time Work Ideas

Do you have an unusual part-time job? Tell us about it. Send details to Editor, Jobs for Students, Career World, 501 Lake Forest Ave., Highwood, IL 60040.



Where the Grass is Greener

Get a head start on spring. Weeding and trimming could earn you dollars if you find someone who needs the service. Contact small businesses with lawns, cemeteries, gas stations or private parking lots.

GLOWWORM GLIMMER

Here's a way the under-14 crowd can help science and make money at the same time: catch and sell fireflies.

The "lightning bugs" are needed for medical and biochemical research, such as detecting muscular dystrophy in infants and diagnosing heart attacks.

Best catching months: from mid-spring to early fall. Best time of day: at dusk, because as night falls, fireflies go higher and it's not easy to net them.

How much money can you earn? Prices range from a total of 30 cents for 100 fireflies to a cent apiece. Firefly hunting can be fun as a group or family activity.

CAUTION: Before you begin, write to the companies below to get all facts on how to do it and what you'll get paid. Two companies that buy fireflies are:

1) Sigma Chemical Co., 3500 DeKalb St., St. Louis, MO 63118. Sigma buys fireflies from any part of the country.

2) Antonik Laboratories, Inc., Box 15, Elk Grove Village, IL 60007. Antonik only buys fireflies from Northern Illinois. Why? The firm's president says that fireflies elsewhere can't hold a candle to those in that area.

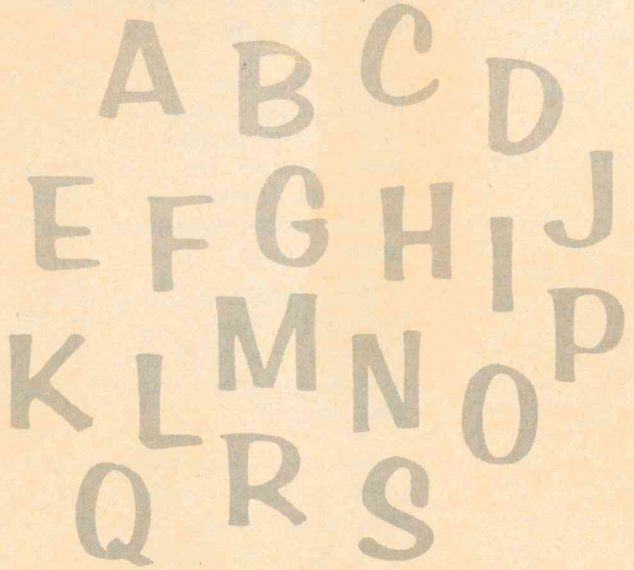
Don't Merely Say "YES" or "NO". SELL!

In job interviews, it's a mistake to zip your lip after responding to a question with a one-word "yes" or "no." Seize this opportunity to bring up selling points about yourself. How?

Here's an example, taken from *Get A Job* by Robert R. Carkhue and other authors:

Q. Do you think you would be happy working in fairly close quarters with a number of other people?

A. Definitely. The conditions in my (you name it) class were quite crowded. But I was still able to have a better-than-average relationship with 90% of my fellow students.



ABC'S OF HAND-LETTERING FOR CASH

Perhaps you're not a calligrapher—that's one who does elegant handwriting for scrolls and other documents—but if you're good at printing, draw up a pen and take note.

Many schools, honorary and social fraternities and sororities, church groups, civic or social clubs—any person or group giving awards or certificates—would like to make them as nice as possible. With a little practice, you could fill this need.

A basic requirement is mastery of at least one basic alphabet style (such as Old English or Script). Lettering books or your art teacher can help with this. You can spend about $20 to be well supplied with tools, or get by with a bottle of black India ink, a penholder and a point (Speedball size C-4, for example).

Promote business by contacting printers who print certificates, and officers of various organizations. Another idea: contact party supply stores, florists, and caterers and tell them you handwrite beautiful party invitations and placecards.

There's no way to guess how much you'll make, but at a minimum charge of 50¢ per name, 100 certificates would bring you $50.

• • • A Look at Today PERISCOPE and Tomorrow • • •

NEW TRANSPORTATION DIRECTORY

Counselors and librarians can get a free copy of the new "Directory of Transportation Education" *as long as supplies last.* The directory, the most comprehensive ever prepared, lists degree and nondegree programs in all areas of transportation—from air and highway to water and urban mass transit.

Published by the U.S. Department of Transportation, the directory is being sold by the government for $2.75, but a limited number have been purchased for free distribution as a public service of the American Trucking Associations. Write on school letterhead to: Education Dept., American Trucking Associations, 1616 P St. NW, Washington, DC 20036. Act fast to get your free copy.

WHAT COLLEGE REALLY COSTS

To figure the cost of college, count dollars for books, supplies, clothing, laundry, recreation, and transportation in addition to the amount for tuition, room and board. According to the College Board, here's how those expenses contribute to average total costs:

	4-year private (annual cost)	4-year public (annual cost)
tuition & fees	$2,329	$ 621
transportation	$ 237	$ 193
personal	$ 433	$ 474
room & board	$1,371	$1,304
books & supplies	$ 198	$ 198
total	$4,568	$2,790

NEW FREE FILM SPOTLIGHTS OPPORTUNITIES FOR WOMEN

The Woman's Game is the U.S. Office of Education's latest color film effort to show how new opportunities for women are opening up through education. Requests for free loan dates or more information should be sent to Modern Talking Picture Service, 2323 New Hyde Park Rd., New Hyde Park, NY 11040.

WILL ROBOTS TAKE DIVING JOBS?

The increasingly important offshore oil industry hires ocean divers now, but the development of robot-like technology may eventually eliminate human divers from many deep-sea tasks.

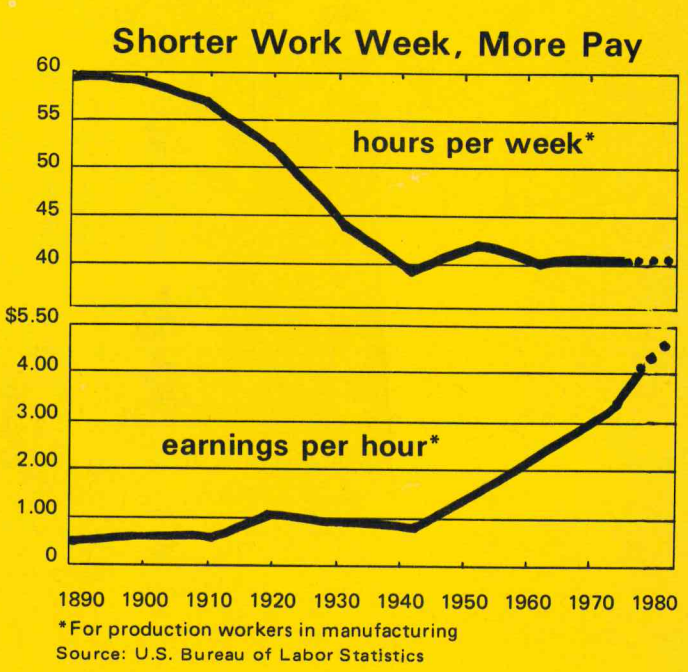
The eyes will be tv cameras, the hands will be mechanical arms, and the brains will be workers above the water. One company's diving manager says: "The engineering people are engineering around the (human) diver."

BELIEVE IT OR NOT

Today's workers produce more than four times as much in one hour as workers did in 1909!

This fact and other interesting patterns of change in the labor force were recently reported by the U.S. Department of Labor:

* Most of the employment growth (80%) in the past fifty years has been in industries producing services rather than goods.
* The proportion of working women rose from 33.9% in 1950 to 46.4% in 1975.
* Workers' hourly earnings jumped 73% since 1967, but, measured in dollars of purchasing power, earnings advanced only 7%.



Q&A

Quick Questions From You

Q Magician

Could you please send me a list of schools which offer training for a person who is interested in becoming a magician? D. D., Sterling, IL

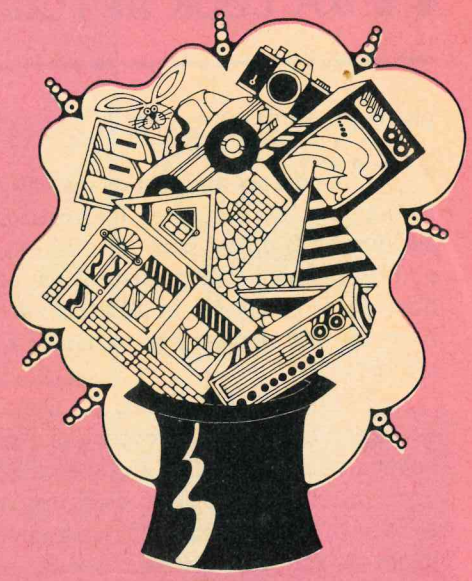
A Sorry, we couldn't pull this one out of anybody's hat, but we did conjure up a call to Howard Bamman, editor of the *Linking Ring* (Box 606, Palatine, IL 60067). *Linking Ring* is the magazine of the International Brotherhood of Magicians (IBM).

Bamman says you may be able to find an evening course in magic—taught by qualified magicians—at a community or junior college. (Also check your city recreation department for courses.) The editor additionally suggests that you may be able to get tutoring from members of local magicians' clubs, most of which belong to the IBM.

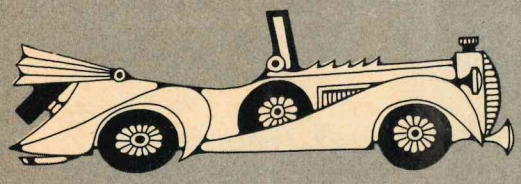
How do you find magicians' clubs? Presto and Shazam: your friendly neighborhood magic shop should be able to wave a wand in the right direction—or suggest tutors.

It would be wise to join a magicians' club because the association with other prestidigitators—magic makers—would improve your skills. For instance, in your part of the country, there are active IBM magicians' groups in Illinois: Rockford, Peoria, Decatur, and Chicago.

Reading *Genii—The Conjurors' Magazine* and *Magic Magazine* (these are private publications) will be used in your professional development; ask your librarian how to find them.



Although you may work very hard to become truly amazing, understand that full-time work is an illusion for most magicians. Bamman estimates that as many as 75% of IBM members work only part-time at sawing people in half.



Q Auto Designer/Engineer

Will you please help me find out who to contact at General Motors in St. Louis about courses recommended for a career in automotive interior design and automotive engineering? M.A.D., Berkley, MO

A GM prefers that you write to Willard D. Cheek, Director of Educational Relations, Public Relations Staff, General Motors, 11-266 General Motors Building Detroit, MI 48202.

The auto maker operates its own college, the General Motors Institute, which awards degrees in engineering and industrial administration. For details, write to the Admissions Office, General Motors Institute, 1700 W. Third Ave., Flint, MI 48502.

You can get free career literature and a list of schools offering auto engineering programs from: Education Director, Society of Automotive Engineers 400 Commonwealth Dr., Warrendale, PA 15096.

Q Food Service

I would appreciate information on food service. Where could I write to get it? T. W., Elroy, WI

A Feast your eyes on this address: National Institute for the Foodservice Industry, 120 S. Riverside Plaza, Chicago, IL 60606. NIFI—as the institute is called for short—has for the past three years served as the educational foundation for the food service industry. And, great news—NIFI is offering free all-new career information.

Students can obtain *Careers in Foodservice, A Guide for Students,* a 12-page booklet, and a one-page fact sheet on scholarships. As a follow-up, interested students and counselors can obtain a *Scholarship Packet* with applications.

Counselors should ask for the *Counselors' Kit,* which contains many materials.

Thanks to NIFI for nifty educational service.

Q Truck Driver

I would like information on getting a job driving a convoy (car-carrying trucks). W. B. L., Lampoc, CA

A Thanks to Richard Daily, vice president of M & G Convoy, Buffalo, New York for this answer. M & G is one of the two largest convoy companies and has an excellent safety record, a reflection of the firm's high standards for training and selection of drivers. Daily says:

The occupation of convoy driving differs from that of the regular over-the-road driver in a number of ways:

- The convoy driver must load and unload the cargo (autos). It is strenuous work and requires physical strength. Drivers must be tall enough (5'9" at M & G) to reach the chains which operate the pulleys.
- The convoy driver needs more mechanical knowledge than others because of loading/unloading, and because the driver may meet emergency situations (loose cargo) on the road.
- The convoy driver must learn how to inspect the autos for damage before they're loaded. If damage is undetected, the company must pay for it later.
- The training period (four weeks) is demanding mentally and physically. Trainees must memorize special safety rules and methods that don't apply to other types of drivers. Trainees must pass a company test.
- Convoy driving is more dangerous than regular driving because of loading and unloading, and the fact that improperly secured autos could come loose from the truck, perhaps injuring other drivers.

Jerry T. Buckman of the American Trucking Associations adds other tips:

Entry into this field is similar to other over-the-road driving jobs—through a [illegible] truck driver train[illegible] experience (with a [illegible] record) in a local c[illegible] company, such as United Fa[illegible]

The U. S. Department of Transportation requires that drivers be at least 21 to drive interstate. Most companies require they be at least 24 or 25.

How does someone 18 or so get experience? Get any type of job with a trucking company or organization that operates a fleet of trucks. Expect to work on the dock for awhile, then to jockey equipment around the yard, and finally to drive trucks in local operations. Maintaining a good safety record is extremely important when the driver wants to go into higher paying over-the-road driving. An individual's safety record will be examined very carefully by prospective employers.

(A booklet, "What to Look for in a Truck Driver Training School" is available free from the American Trucking Associations, 1616 P St. NW, Washington, DC 20036.)

Q Telephone Operator

Please give me information on a career in telephone operating. D. G., Minturn, CO

A Each Bell System telephone company has its own recruiting literature. Write to the general employment manager or to the local Bell System telephone company and ask for booklets that describe careers in telephone communications.

The total number of Bell System employees has been decreasing slightly over the past few years, but Bell remains one of the nation's largest employers.

Q Square Dance Caller

I am interested in becoming a western square dance caller. I was stumped when I tried to find material. M. N., Walton, NY

A Cal Golden (Box 2280, Hot Springs, AR 71901) is a professional caller who operates schools—"callers' colleges." We're told he's helpful to young people interested in this work.

American Square Dance Society is a publisher of how-to manuals, and of *Square Dancing* magazine. The firm also publishes a directory of square dance information representatives throughout the country; the directory is part of the August issue of *Square Dancing* magazine each year, or can be purchased separately for 60¢ each. Address of American Square Dance Society is: 462 N. Robertson Blvd., Los Angeles, CA 90048.

For information on obtaining a book called *The Other Side of the Mike,* write to caller-author Bill Peters, 5046 Amondo Dr., San Jose, CA 95129. Peters also conducts callers' colleges.

In the Northeast, Jay King (Box 79, Wayland, MA 01778) sells books on square dance calling.

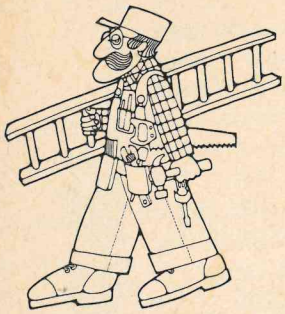
Do-si-do, and away you go!

NOTE TO READERS:

Many students ask us to reply or send materials. Sorry, but we receive too many letters to answer personally. We can't send career materials—we can only tell you where to write. Letters are chosen for general interest and when the facts are hard to track down. We hope to hear from you. *Editor*

SEND QUESTIONS TO: Quick Questions, *Career World,* **501 Lake Forest Ave., Highwood, IL 60040.**

Offbeat Job



DIRTYWORKS, INC.

The curator of a famous art museum must, among his other duties, attend several social occasions each month. While at these parties, speeches, and receptions, he is bothered by dozens of anxious artists, all eager to make a good impression and increase their chances for a show at the museum.

The curator was once heard to remark, "Oh, if only I could skip a few of these things!" Yuri Schwebler, former newspaper editor and surveyor, and currently a sculptor, overheard the comment. "Sir," he said, "I'll be happy to attend some of these receptions for you." The curator looked at Schwebler, thought for a moment, and then replied, "You're on!"

Now, at least once a month, Schwebler attends a reception playing the part of the curator. And it's all in a day's (or a night's) work. Yuri Schwebler is the East Coast representative for *Dirty-works, Inc.*, an organization that will do just about anything somebody else doesn't want to do.

Besides attending parties, Schwebler has acted as the courier of unpleasant news, broken an engagement, and delivered a technical speech to scientists. He says it's a great way to find out what it's like to be in somebody else's shoes.

Schwebler particularly enjoys assignments that require travel. With all his expenses paid, he rarely charges a fee for his service, since he also takes the opportunity to promote his sculpture when he is off duty.

Although Schwebler doesn't actually impersonate his employers, he usually uses their names. He claims it presents no problems, and when others know he is not actually the person he says he is, they often play along for fun.

Once in a while, though, problems do arise. Recently, when filling in for a scientist by giving a speech, he panicked. What if his learned audience should ask questions about the highly technical subject (which Schwebler knew nothing about)? Thinking quickly, he finished the speech by saying he would answer questions later. Then he hurried off the stage and caught the first plane out of town.

Schwebler doesn't earn much in this job. The dozen or so assignments he has accepted this year have earned him only about $1,000. But he does enjoy his work—the travel, the people he meets, and the people he becomes. Yuri Schwebler has found clean profits doing dirty works!

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